AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Original) A mobile device, comprising:

a display component; and

an orientation component that automatically orients display objects rendered by the display based at least in part upon a user perspective.

2.   (Currently Amended) The mobile device of claim 1, [[the]] an artificial intelligence component infers a desired orientation for the display based at least in part upon a user context or state.

3.   (Original) The mobile device of claim 1, further comprising a data store that stores product information.

4.   (Original) The mobile device of claim 1, further comprising a bar code scanner.

5.   (Previously Presented) The mobile device of claim 1, the orientation component further comprising a sensor component that determines a respective location of a user.

6.   (Original) The mobile device of claim 5, the sensor component comprising a gyroscope.

7.   (Original) The mobile device of claim 1, further comprising a wireless component.

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8.   (Original) The mobile device of claim 1, further comprising an image capture component.

9.   (Original) The mobile device of claim 8, further comprising an analysis component that analyzes image(s) captured.

10.   (Original) The mobile device of claim 9, further comprising an artificial intelligence component that infers properties of the image.

11.   (Original) The mobile device of claim 10, the analysis component identifies a product associated with the image.

12.   (Original) The mobile device of claim 11, the analysis component identifies a product location associated with the image.

13.   (Previously Presented) A method that facilitates displaying objects, comprising:
     displaying graphical objects on a portable bar code scanning device;
     automatically orientating rendered graphical objects based at least in part upon a physical orientation of a user with respect to the device; and
     changing object display parameters to provide at least one of an optimized object display and an optimized viewing position.

14.   (Previously Presented) The method of claim 13, further comprising inferring user desired orientation of the display objects.

15.   (Original) A mobile scanning terminal method, comprising:
     displaying graphical objects ;
     automatically orientating the graphical objects based at least upon a user perspective; and
     capturing an image for further analysis.

16.   (Original) A mobile scanning terminal system, comprising:

    means for displaying graphical objects; and

    means for determining user desired orientation for rendering the objects.

17.   (Previously Presented) A mobile scanning terminal system, comprising:

    a data capture component that captures data;

    a display that displays data to a user;

    an artificial intelligence component that determines an optimal screen orientation for the display based at least upon a user's position; and

    a holder that holds the data capture component at a predetermined position to allow for continuous and hands-free capture of data.

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